

Impression of Canadians on the legalization of marijuana

National survey released May, 2017
Project 2017-1015

THE GLOBE AND MAIL 

 NANOS SURVEY



A comfortable majority of Canadians support or somewhat support pardoning individuals with criminal records for marijuana possession

A comfortable majority support or somewhat support pardoning individuals with criminal records for marijuana possession once it is legal, and more than half oppose or somewhat oppose allowing police to demand a breath sample without reasonable suspicion. A majority of Canadians say they do not use marijuana, nor do they plan to once it is legalized.

- **More than half of Canadians oppose or somewhat oppose allowing police to demand a breath sample without reasonable suspicion** – Over half of Canadians oppose (38%) or somewhat oppose (17%) the federal government's plan to allow police to demand a breath sample even without reasonable suspicion. Twenty per cent of Canadians somewhat support this, while 24 per cent support the plan. Two per cent are unsure.
- **Six in ten Canadians support or somewhat support pardoning individuals with criminal records for marijuana possession** – Asked if they support giving a pardon to every person with a criminal record for marijuana possession in light of the government's plan for legalization, a comfortable majority of Canadians support (34%) or somewhat support (28%) pardoning these individuals. Twelve per cent somewhat oppose this, and 23 per cent oppose it. Four per cent are unsure.
- **A majority of Canadians report they do not and will not use marijuana when it is legalized** – Just over seven in ten Canadians say they do not use marijuana, and will not use it when legalized (73%), followed by 12 per cent who say they use it now and will use the same amount when it is legalized. Eight per cent say they do not use it, but will when it is legalized, while one per cent say they use it now and will use it more often when it is legalized. Six per cent are unsure.

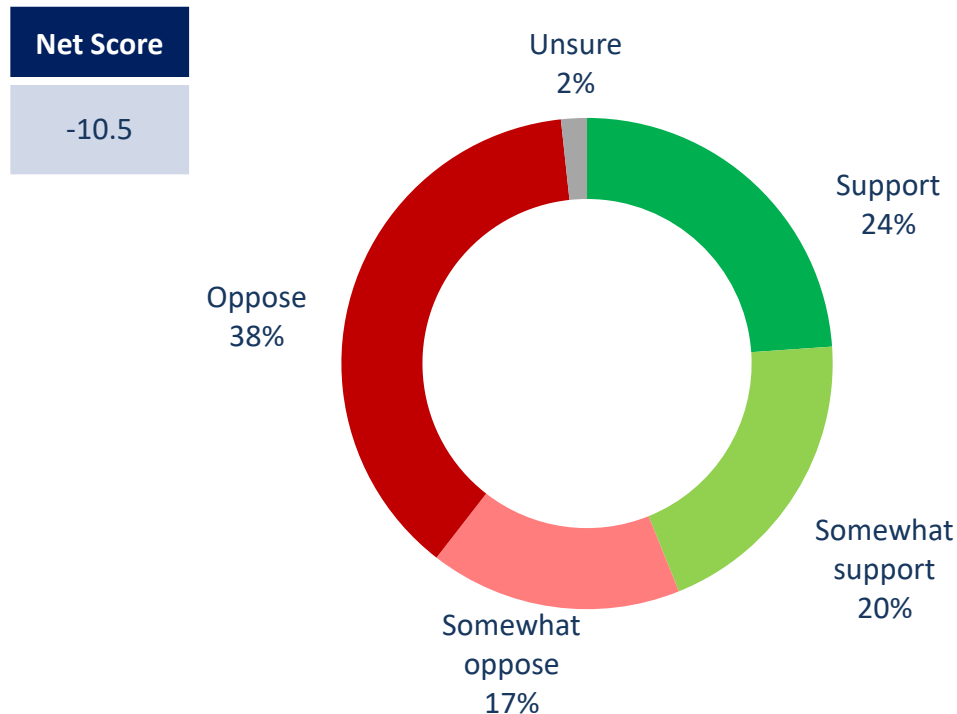
- **Just over six in ten Canadians are confident or somewhat confident in Health Canada's ability to test the strength and safety of marijuana** – A little over six in ten Canadians are confident (24%) or somewhat confident (37%) in the ability of Health Canada to test the safety and strength of marijuana, while 15 per cent are somewhat not confident and 20 per cent are not confident in Health Canada's ability to do this. Four per cent are unsure.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April 29th and May 5th, 2017 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by The Globe and Mail and Nanos Research.

Reasonable suspicion requirements for impaired driving test

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 29th to May 5th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



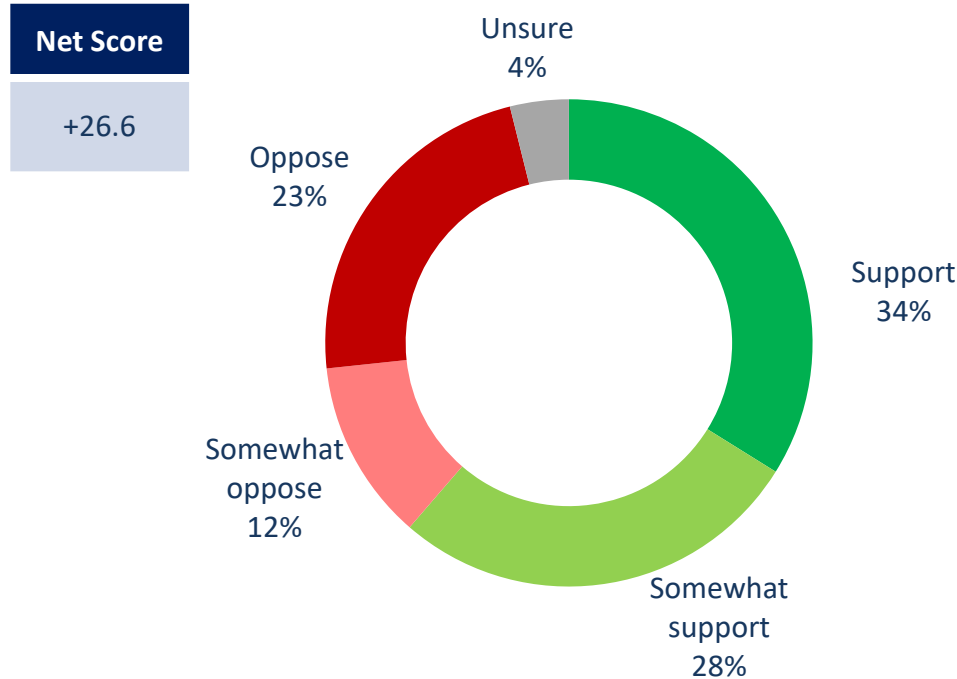
***Note:** Charts may not add up to 100 due to rounding

Subgroups	Support/ Somewhat support
Atlantic (n=100)	49.0%
Quebec (n=250)	46.0%
Ontario (n=300)	44.0%
Prairies (n=200)	42.7%
British Columbia (n=150)	38.5%
Male (n=481)	39.9%
Female (n=519)	47.7%
18 to 29 (n=181)	33.9%
30 to 39 (n=155)	48.0%
40 to 49 (n=196)	42.6%
50 to 59 (n=211)	39.3%
60 plus (n=257)	53.1%

QUESTION – At present the police require a reasonable suspicion to demand a driver provide a breath sample to test for impaired driving. Do you support, somewhat support, somewhat oppose, or oppose the federal government’s plan to allow police to demand a breath sample even without reasonable suspicion?

Pardons for past marijuana possession

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 29th to May 5th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



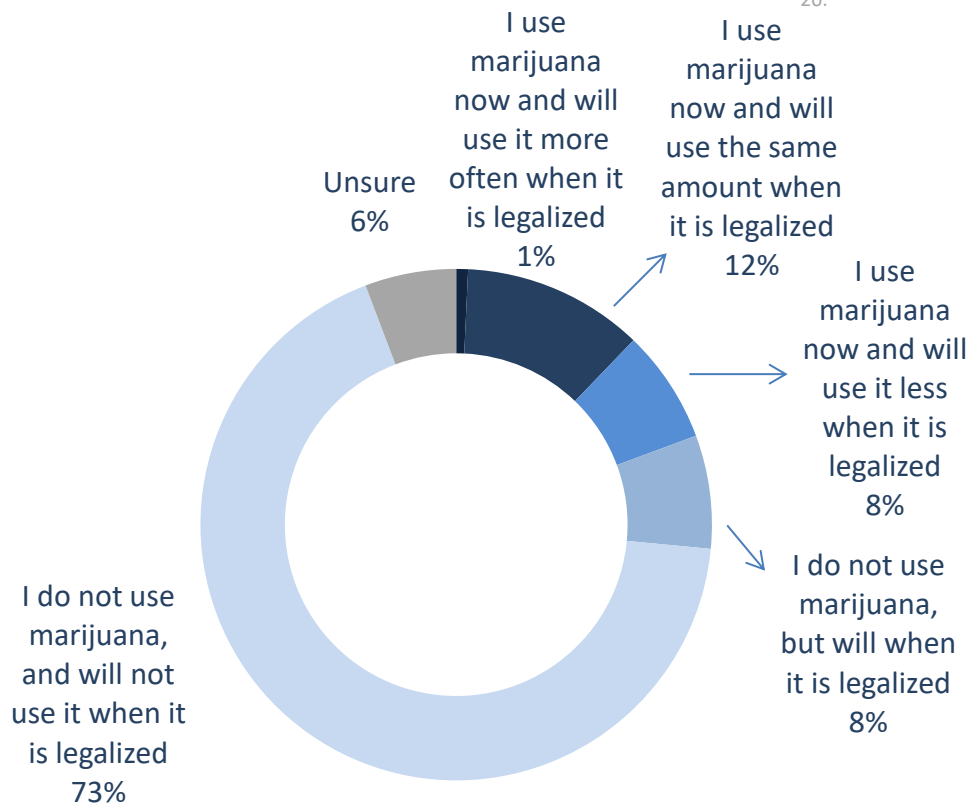
***Note:** Charts may not add up to 100 due to rounding

Subgroups	Support/ Somewhat support
Atlantic (n=100)	54.8%
Quebec (n=250)	63.4%
Ontario (n=300)	62.0%
Prairies (n=200)	56.8%
British Columbia (n=150)	67.0%
Male (n=481)	59.8%
Female (n=519)	62.9%
18 to 29 (n=181)	73.2%
30 to 39 (n=155)	61.9%
40 to 49 (n=196)	58.4%
50 to 59 (n=211)	60.8%
60 plus (n=257)	54.9%

QUESTION – The federal government recently announced its plans to legalize marijuana. Do you support, somewhat support, somewhat oppose, or oppose giving a pardon to every person who has a criminal record for marijuana possession?

Personal effects of marijuana legalization

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 29th to May 5th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



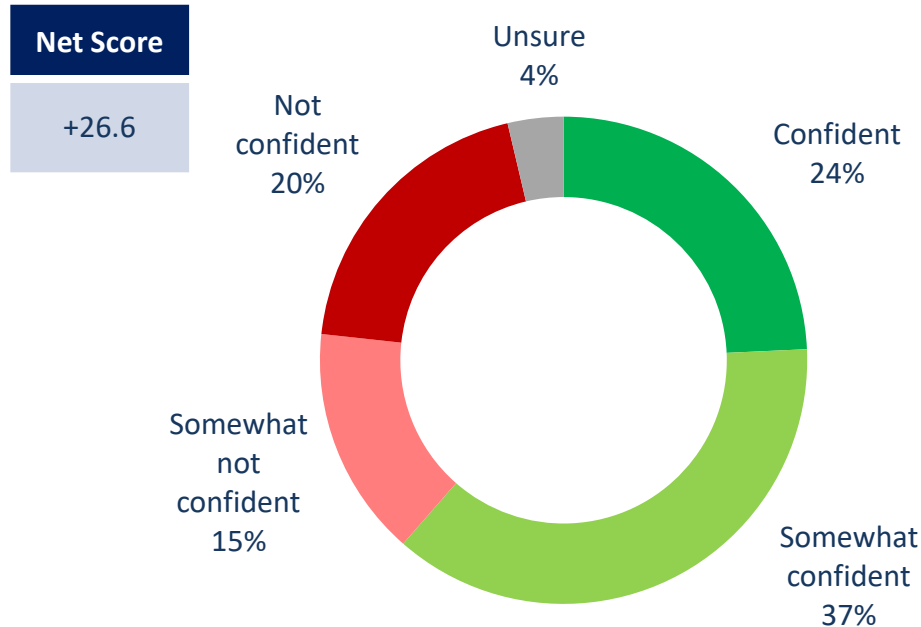
***Note:** Charts may not add up to 100 due to rounding

QUESTION – How will legalization of marijuana affect you personally, if at all?

Subgroups	I do not use marijuana, and will not use it when it is legalized
Atlantic (n=100)	76.9%
Quebec (n=250)	79.0%
Ontario (n=300)	73.5%
Prairies (n=200)	65.8%
British Columbia (n=150)	67.4%
Male (n=481)	72.4%
Female (n=519)	73.1%
18 to 29 (n=181)	53.9%
30 to 39 (n=155)	64.2%
40 to 49 (n=196)	76.8%
50 to 59 (n=211)	76.2%
60 plus (n=257)	86.6%

Ability of Health Canada to test marijuana

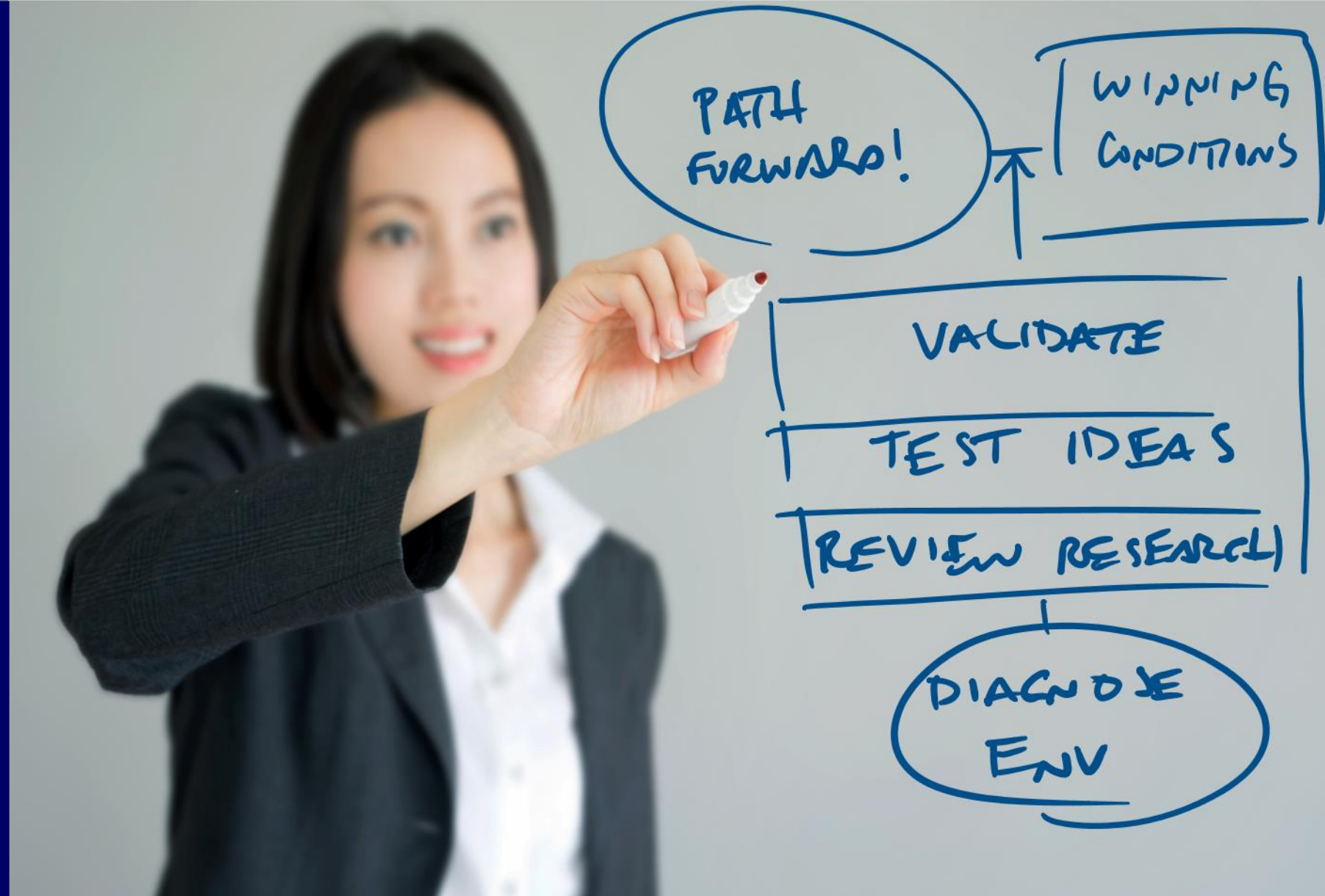
Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 29th to May 5th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



***Note: Charts may not add up to 100 due to rounding**

Subgroups	Confident/ Somewhat confident
Atlantic (n=100)	65.9%
Quebec (n=250)	63.3%
Ontario (n=300)	57.2%
Prairies (n=200)	61.9%
British Columbia (n=150)	63.5%
Male (n=481)	59.2%
Female (n=519)	63.8%
18 to 29 (n=181)	79.9%
30 to 39 (n=155)	58.9%
40 to 49 (n=196)	58.4%
50 to 59 (n=211)	63.1%
60 plus (n=257)	50.5%

QUESTION – Are you confident, somewhat confident, somewhat not confident or not confident in the ability of Health Canada to test the safety and strength of marijuana?



Methodology



Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April 29th and May 5th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by The Globe and Mail and Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Technical Note

Element	Description
Organization who commissioned the research	Globe and Mail
Final Sample Size	1,000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls/	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	April 29 th to May 5 th , 2017.
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	Twelve percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module three of an omnibus survey. Preceding modules asked about unprompted top issues of national concern, Canadian goods and services, relations with the U.S., and Conservative leadership candidates.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.



About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



Tabulations

2017-1015 – Globe and Mail/Nanos Survey – Marijuana - STAT SHEET

			Region						Gender		Age				
			Canada 2017-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - At present the police require a reasonable suspicion to demand a driver provide a breath sample to test for impaired driving. Do you support, somewhat support, somewhat oppose, or oppose the federal government's plan to allow police to demand a breath sample even without reasonable suspicion?	Total	Unwgt N	1000	100	250	300	200	150	481	519	181	155	196	211	257
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Support	%	23.9	28.9	25.7	22.8	26.2	16.6	22.6	25.1	17.1	24.7	24.5	25.1	27.2
	Somewhat support	%	20.0	20.1	20.3	21.2	16.5	21.9	17.3	22.6	16.8	23.3	18.1	14.2	25.9
	Somewhat oppose	%	16.6	15.9	19.8	15.8	11.2	20.5	17.1	16.1	22.8	13.1	15.9	14.4	16.2
	Oppose	%	37.8	35.1	32.0	38.7	46.0	36.6	42.1	33.7	41.6	36.7	39.7	45.9	28.5
	Unsure	%	1.7	.0	2.2	1.5	.0	4.4	.8	2.5	1.8	2.1	1.8	.4	2.1

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			Region						Gender		Age				
			Canada 2017-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - The federal government recently announced its plans to legalize marijuana. Do you support, somewhat support, somewhat oppose, or oppose giving a pardon to every person who has a criminal record for marijuana possession?	Total	Unwgt N	1000	100	250	300	200	150	481	519	181	155	196	211	257
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Support	%	33.9	26.2	31.5	35.7	30.5	43.6	34.4	33.4	45.3	34.7	29.1	34.0	28.2
	Somewhat support	%	27.5	28.6	31.9	26.3	26.3	23.4	25.4	29.5	27.9	27.2	29.3	26.8	26.7
	Somewhat oppose	%	12.0	15.3	12.1	11.1	9.7	14.1	11.0	12.9	10.1	12.9	12.3	12.0	12.5
	Oppose	%	22.8	24.6	19.1	23.7	31.4	14.4	26.3	19.5	15.1	20.9	27.3	23.3	26.1
	Unsure	%	3.9	5.2	5.5	3.1	2.0	4.5	3.0	4.7	1.6	4.4	2.1	3.9	6.5

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Question - How will legalization of marijuana affect you personally, if at all?	Total															
		Unwgt N	1000	100	250	300	200	150	481	519	181	155	196	211	257	
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265	
	I use marijuana now and will use it more often when it is legalized	%	.8	1.1	.0	.5	2.0	.9	.9	.7	2.8	.8	.6	.0	.0	
	I use marijuana now and will use the same amount when it is legalized	%	12.3	11.0	10.2	11.2	14.5	15.7	11.6	12.9	27.7	15.7	7.0	11.9	2.7	
	I use marijuana now and will use it less when it is legalized	%	.3	.0	.0	.5	.6	.0	.0	.5	.8	.0	.6	.0	.0	
	I do not use marijuana, but will when it is legalized	%	7.7	4.4	5.6	7.7	11.4	8.1	8.0	7.4	9.2	12.6	6.9	6.7	4.7	
	I do not use marijuana, and will not use it when it is legalized	%	72.8	76.9	79.0	73.5	65.8	67.4	72.4	73.1	53.9	64.2	76.8	76.2	86.6	
Unsure	%	6.2	6.7	5.2	6.5	5.7	7.9	7.2	5.3	5.5	6.6	8.1	5.2	6.0		

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		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Confident	%	24.3	24.0	20.7	25.4	24.6	28.0	22.3	26.3	41.4	23.8	17.4	24.1	17.0
	Somewhat confident	%	37.2	41.9	42.6	31.8	37.3	35.5	36.9	37.5	38.5	35.1	41.0	39.0	33.5
	Somewhat not confident	%	15.3	9.4	17.8	16.6	13.3	14.9	14.7	15.7	9.5	15.3	16.5	16.1	18.0
	Not confident	%	19.6	19.1	16.6	22.3	20.5	18.0	22.2	17.1	8.2	22.3	19.7	18.9	26.7
	Unsure	%	3.7	5.7	2.3	3.8	4.3	3.6	4.0	3.4	2.4	3.5	5.4	1.8	4.9